The estimated 122,023 privately held, majority owned (51% or more) women-owned firms in Wisconsin generate more than \$20 billion in sales and employ 148,434 people. The number of these firms grew by 20.7% from 1997 to 2006.

Center for Women's Business Research, 2006

Other Business Certifications

STATE OR LOCAL:

- Department of Commerce Minority Business Enterprise
- Department of Transportation
 Disadvantaged Business Enterprise
- City of Milwaukee
- County of Milwaukee
- City of Madison
- County of Dane

FEDERAL PROGRAMS:

- SBA 8(a) Business Development Program
- SBA Small Disadvantaged Business Program
- SBA Hubzone Program
- US Department of Transportation

FOR A COMPARISON OF VARIOUS BUSINESS CERTIFICATION PROGRAMS VISIT: WWW.SBA.GOV

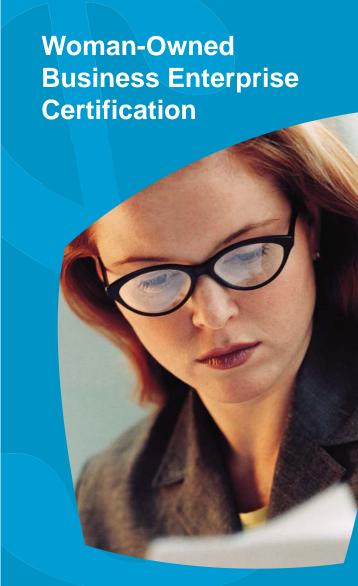
Division of Business Development

201 West Washington Avenue PO Box 7970 Madison, WI 53707-7970

phone: (608) 267-0297 or (608) 267-9550

fax: (608) 266-6151 www.commerce.wi.gov





Obtain a WBE Application

DOWNLOAD APPLICATION FROM COMMERCE WEB SITE:

www.commerce.wi.gov/BD/BD-WBECertification.html

CONTACT BY PHONE:

608-267-0297 or 608-267-9550

CONTACT BY E-MAIL:

carol.dunn@wi.gov or ComMBD@wi.gov.

Woman-Owned Business **Enterprise Certification**

The State of Wisconsin is now a woman-owned business certifier and is committed to providing women-owned businesses with a credible certifica-

tion that validates their business ownership. The program, administered by the Wisconsin Department of Commerce's **Business**

Development

Division, was established in order to facilitate contracting capabilities for women with both the public and private sector.

WBE **CERTIFICATION:**

In today's competitive market, women-owned businesses must find ways to expand their markets.

> While a Womanowned Business Enterprise (WBE) Certification does not guarantee contracting opportunities, it does provide

advantages when combined with a strategic marketing plan. As a woman-owned certified business, you pitch your value to government and/or corporations that have goaling requirements for doing business with certified diversity suppliers.

PRE-CERTIFICATION SELF ASSESSMENT:

Prior to applying, an applicant should evaluate the benefits to the business in being certified as a woman-owned business enterprise. If your business provides a service or supplies a product that is needed by either the government or a large corporation, then certification may be right for you. A pre-certification selfassessment is available on the department's web site.

51% owned, controlled and or women applicants.

APPLICATION PROCESS:

The application and a document checklist is available on the department's web site or by contacting the department at 608-267-0297. Please keep in mind that the department must review and analyze proprietary financial documents to determine your eligibility. Processing time is four to six weeks. The department may request additional documents

to substantiate the eligiblity of

an applicant.



A business must be at least actively managed by a woman

WBE CERTIFICATION FEE:

The cost for the three year certification is \$150. There is a stream ined application process and reduced fee for businesses already certified through the Wisconsin Department of Transportation as a Disadvantaged Business Enterprise (DBE) or the Wisconsin Department of Commerce as a Minority Business Enterprise (MBE).

Web Site Resources:

- Frequently Asked Questions about the **WBE** Application **Process**
- Checklist of documents that need to be submitted with application based upon the applicant's business structure
- Administrative Code 104 outlining the requirements of the WBE certification
- Events of interest to WBE applicants
- On-line Webcast "Maximizing the Value of Your WBE Certification"